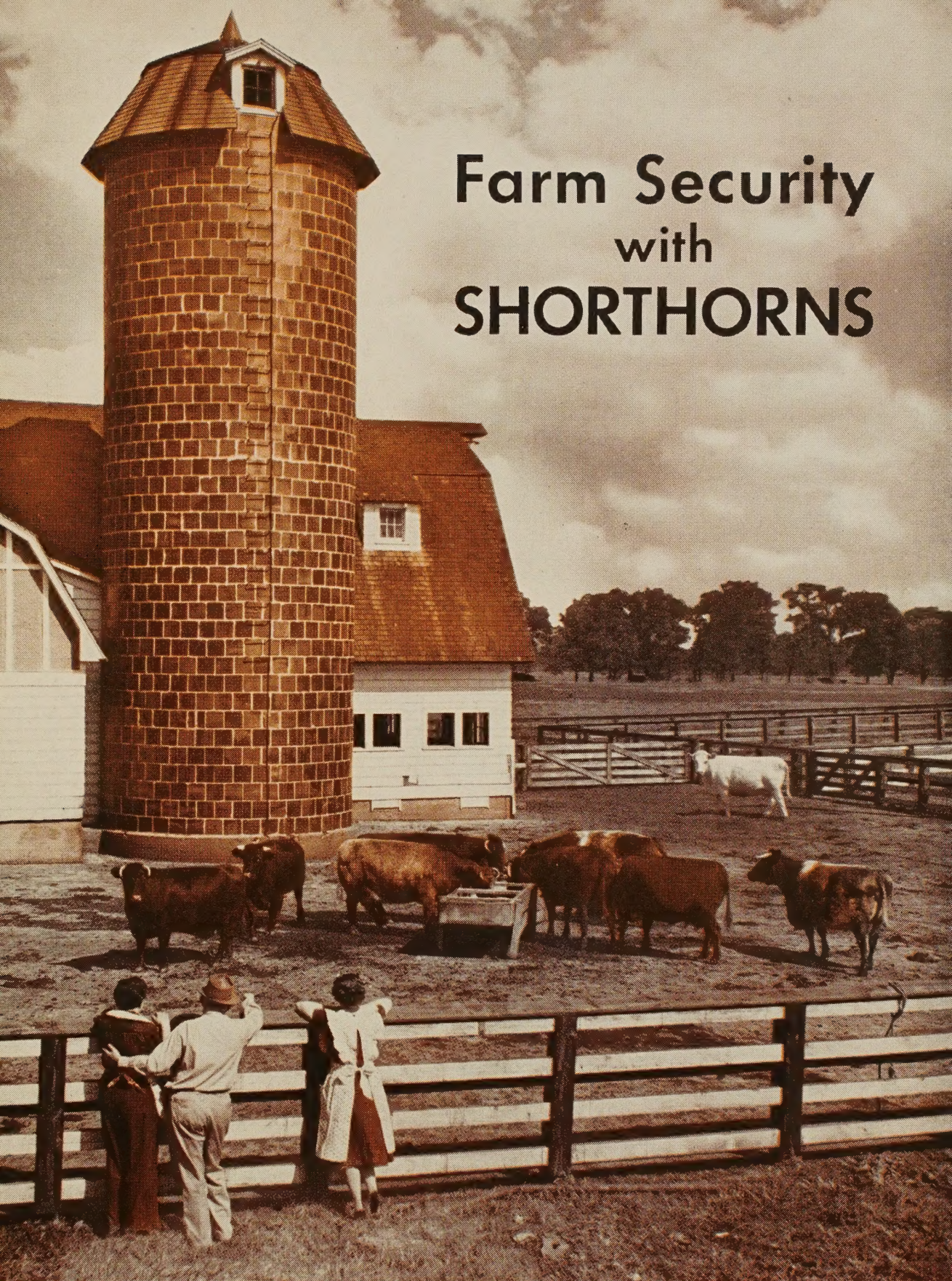


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.







# Farm Security with **SHORTHORNS**

*... the Breed with Performance*





## How It Came to Pass



**T**OWARD the close of the seventeenth century, English farmer folk were not doing so well with their livestock. Cattle especially were little more than paying for their keep.

So a few of the more progressive farmers of the Tees River valley in Durham County decided to do something about it. They were hard working, straight thinking men who reasoned that they must have a cow capable of producing highest quality beef steers while at the same time yielding well at the pail.

At that time the native cattle were of many types and as vari-colored as Joseph's coat, though some were of good beef form and others were notable milkers. The problem was to get a liberal amount of both beef and milk in one improved breed. Selecting and mating the most desirable individuals of native cattle gradually gained the desired result—in a breed destined to fill the needs of cattlemen throughout the world.

At first the improved strains were known as Teeswater cattle. Later their name was changed to Durham, in honor of the county that gave them birth. Finally, more easily to designate them from long-horned types then prevalent in England, they were called Shorthorns. To this day, however, some people still refer to them as Durhams.

Like the native English cattle from which they came, modern Shorthorns are red or white or a mixture of the two, called roan.

In the early nineteenth century, a number of breeders in England and Scotland, particularly the latter, put special emphasis on feeding qualities and were the founders of today's Shorthorns of beef type. Most noteworthy early improver was the Scotchman, Amos Cruikshank, though several others deserve credit for helping crystallize breed type.

From this beginning the breed has scattered to all parts of the world and has proved superior to all other beef cattle as money makers.

The South is America's Shorthorn cradle. The first of the breed to trod American soil landed in Virginia in 1783. Two years later, cattle from the Virginia importation were taken over the Alleghenies to Clark County, Ky., there to form the nucleus around which all later American Shorthorn history was woven. From here the breed spread to adjoining counties and adjacent states. It followed pioneers' covered wagons into the West; it crossed the Ohio River to populate the states of the North; it secured a firm foothold in the farming regions of the East, and it wended its way into the grasslands of the South.



*In the background is Firly, grand champion at a leading British livestock show in 1835. The roan steer is Robin Hood, popular reserve grand champion at the 1940 Chicago International Exposition. Champions then as now, Shorthorns have always kept apace with changing market demands. They are tops in profitable beef cattle.*





## ★ Shorthorns for YOUR Farm ★

**N**EARLY every farm in the United States can be successfully adapted to the profitable production of Shorthorn cattle. The essential outlay in equipment including buildings necessary for winter shelter can be made inexpensive and the general care of a breeding herd can be made to conform to any farm program. A breeding herd of Shorthorns will convert general farm crops, as well as rough feeds that would otherwise be wasted, into greater cash returns. It is well to remember that the fertility such a herd returns to farm soil enhances its value through greater productive ability, enabling the profitable continuation of such a program over a long period of years with little deviation from high crop yields and a balanced yearly income. Due to the fact that mature Shorthorns can subsist almost entirely upon higher yielding forage crops, the concentrated grain can be marketed through the calves produced on the farm.

Shorthorns give best response to natural conditions and the inherent characteristics of the breed have made them the world's most popular farm cattle.

### Roughage Utilization

All over the country much stress is being put on conservation policies, on conserving the land's productiveness by judicious use of legumes and other constructive pasture crops. Chief problem is how best to market these forage crops. Shorthorns are the logical answer, for their ability to convert cheap farm grown roughages into meat and milk is unsurpassed by any breed under the sun.

Conceived in the succulent grasslands of England's Tees River country

and bred for two centuries to grow fast on grass and other roughage, the breed is completely ready to produce good beef fast and profitably for any stockman or farmer who has pasture land at his disposal.

Claims often are made to the effect that some other breeds surpass Shorthorns in the feedlot or in grazing ability. Were these statements true, would Shorthorns outnumber other breeds 9 to 1 in Argentina, where practically all cattle are finished on grass? Would Cornbelt feedlot and experiment station records favor Shorthorns over all other breeds?

These characteristics are Shorthorn fundamentals. They were instilled in the breed and developed by men who demanded them for economic reasons. They have been improved and amplified through centuries of constructive breeding until now Shorthorns are unexcelled as the most profitable cattle for workaday farmers and stockmen everywhere.

### Weight for Age

Efficient in utilization of roughage, yes, but, above all, absolute tops in weight for age on any kind of feeds. That's the modern Shorthorn. Red, white and roan steers have consistently lived up to their heritage by establishing records time after time, in baby beef contests, Cornbelt feedlots and in pasture lands of the South, East and West. Pounds count! Especially today when you can put them on with little more than grass alone and realize close to the market top. That Shorthorn combination of FAST gains, BIG gains and CHEAP gains is tops for maximum returns over cost of production.



Shorthorn superior daily gains and weight for age attainments, with resultant low cost of gains as compared with other breeds, are matters of record in feeders' experiments, both at colleges and on farms throughout America and other countries.

### Milking Ability

We have pointed out the breed's ability to make exceptionally fast gains on relatively cheap feeds. Inheritance plays an important part, of course, but there is yet another vital factor involved. That is the Shorthorn ability to produce more milk than any other beef breed. There's nothing like milk to encourage a calf to grow rapidly and well. Add that extra milk to a calf's inherited ability to make rapid growth and you have an unbeatable combination for profitable beef production.

More often than not, beef type Shorthorn cows will yield enough milk for two calves, leaving part of the herd to be hand milked for family needs. That ability to milk is one of the main reasons for the popular favor enjoyed by the breed wherever diversified farming is practiced.

### Temperament

There is another advantage which Shorthorns possess which is easily recognizable on the farms. It is the quiet, docile temperament. This has great value. From the earliest days of calfhood to maturity, whether in the feedlots or pasture, a quiet temperament generally means a thrifty animal. It means a larger return on the feed consumed. One of the leading cattle buyers at the Kansas City market, who for years was employed by Armour & Co., has stated that Shorthorns had the advantage over all other breeds at the market in temperament. He explained Shorthorns took their way quietly through the pens and alleys and up the chutes to the shambles, and as a result the meat after the carcasses were hung up was in much better condition than that of nervous, excitable cattle. In the latter case he stated the meat becomes inflamed, detracting from its selling value. Certainly this is a very important advantage of Shorthorns.

Gentle dispositions make Shorthorns easy to handle on the farm, too. It is not uncommon to find women and children on a Shorthorn farm who find enjoyment helping work with the cattle. Only with Shorthorns would this be practical.

Temperament also has distinct advertising value. Imagine taking a pros-

pect to the pasture to inspect the herd, only to be chased over a fence. Your chances of making a sale would be mighty slim. Such a situation would not happen if the cattle in your pasture were gentle reds, whites and roans, for gentleness is one of the breed's inherited characteristics.

### Dressing Percentages

Packer buyers are influenced in their bidding largely by their mental estimate of what cattle will dress—the percentage of edible beef their carcasses will yield in proportion to live weight. Shorthorns may be relied upon to dress well.

Older and more mature cattle, as a rule, dress higher than young animals, but it is not unusual for Shorthorn beeves of less than a year old to dress out exceptionally high and to win dressing percentage contests, a fact you will discover as you study the representative Shorthorn experiences which are included in this booklet.

### Adaptability

Inherent qualities which empower Shorthorns to assimilate feed and forage, turning it into prime flesh or rich milk; their robust, rugged constitution which tends toward health and vigor; their quiet temperament which assures easy handling under all conditions—all these qualities make this great breed at home in any clime where it is possible profitably to raise cattle. From the velds of South Africa to the steppes of Russia; from the coastal plains of Australia to the frozen barrens of Canada, Shorthorns flourish without a peer. In Great Britain 75 percent of all cattle are Shorthorns. In Argentina, the world's greatest cattle country, approximately 80 percent of all purebred cattle are of the red, white and roan breed. They are the predominating breed in Australia and Canada and, considering grades and crossbreds, largely of Shorthorn lineage, no other breed in America has them outnumbered.

It should be borne in mind that mottle- or brockle-faced cattle invariably are as much Shorthorn as Hereford, and that blue-gray or blue-roan bullocks undoubtedly are Shorthorn-Angus crosses. The next time you have opportunity to inspect a drove of cattle, look carefully and see whether the best ones do not reveal these tell-tale markings.

One often hears that cattle of another breed are the best rustlers. To real cattlemen that's a hollow argument. Stockmen do not invest in cattle

*(Please turn to page six)*





# What Is a Good Cow Worth?



**A**FTER a buyer makes the last bid on an animal at an auction, he often wonders if he did the right thing, if his judgment was sound in paying as much money as he did. And when he fails to make the last bid and the animal is knocked off to someone else, he often feels relieved that the animal didn't fall to his ownership.

No doubt about it, it is a problem, this selection of breeding stock for your herd, but there's comfort in the knowledge that in the vast majority of cases the really good individuals pay out well, no matter what the purchase price.

A most striking example of a contented purchaser and a discontented next to the last bidder is brought out in the story of the grand old cow, Secret 4th, owned by Miles-of-View Farm, Kenneth, Kans. In a party of Shorthorn men looking over the cattle in the Miles-of-View pastures on May 16, 1940, was Carl Stander of Ohio.

The party stopped to look at a deep, smooth, red cow, Secret 4th. As the men admired her conformation and femininity, Mr. Stander mentioned that he made the next to the last bid on the cow at the time Miles-of-View obtained her at the Raveni Farms sale, Shelbyville, Ind., in June, 1935. Mr. Stander made the \$590 bid and Mr. Longan, owner of Miles-of-View, bid \$10 more and got her. She had a splendid heifer calf at foot.

In May, 1940, there were descended from this cow 11 cows and heifers at Miles-of-View, all good, and two promising bull calves.

The heifer calf at foot at the time of the sale was named Star Secret.

When she was 12 months old, the herd sire, Sni-A-Bar Rodney, got into the same pasture by accident and she settled to his service. From this mating came Miles-of-View Secret, the grand champion female at both the 1939 International in Chicago and the American Royal at Kansas City.

Shortly after Miles-of-View Secret was dropped, her mother's leg was broken. Mr. Longan was advised to end her misery, but by skillful attention the injury was healed. During much of this period, Miles-of-View Secret was forced to nurse from her mother while the latter lay stretched on her side in the hospital stall. A year or so later another accident occurred and one of Star Secret's horns was knocked off. In spite of this, the 5-year-old cow in 1940 was a pretty popular member of the herd.

What is a good cow worth? That is hard to determine, but suffice it to say that Mr. Stander regrets he didn't bid enough to own Secret 4th himself. Had he realized that from this \$600 investment there would develop in 5 years almost a whole herd, that among the close-up descendants of the old cow would be an International grand champion, to say nothing of many other high quality and uniform cows, he undoubtedly would have paid several times the purchase price to secure this great breeding matron.

For certain it pays well to choose foundation animals carefully. High prices are not advocated, of course, but if a \$10 or \$20 bill is all that keeps you from owning the animals you know will put your herd ahead, then that extra \$10 or \$20 is certainly well spent.



*Miles-of-View Secret, International grand champion and one of several outstanding cows resulting from the purchase of one good cow.*



*(Continued from page four)*

expecting them to "root hog or die." Cattle must have feed in order to return a profit. Where there is no feed or forage no amount of rustling will fatten a beast. Stockmen, however, with a herd of Shorthorns, during a time when crops and grass are scarce, find that they will weather the storm as well or better than any other breed. The cows, due to their better milking qualities, will keep their calves going as long as there is a bite of grass or a swallow of water from which to produce milk.

### Colors

Shorthorns have a distinct advantage by being red, white or any mixture of the two.

Shorthorn owners experience little difficulty in identifying their cattle by sight, or in describing certain individuals to others. Missing animals are easily detected and identified, even in large herds, by any one familiar with the color of the various individuals.

As far as the packer is concerned, color of hair weighs nothing. It is that which lies underneath the hide that counts. Well finished Shorthorns yield excellent carcasses of high quality beef, thus packer buyers prefer red, white and roan cattle, often paying a premium to get them.

It is hard to imagine a more beautiful picture than a group of sleek red, white and roan cows grazing in a field of green grass. Psychologists and advertising experts point out that red has highest sales appeal of all colors. The Shorthorn colors are an asset to your breeding and selling program.

### Grading Up

Volumes could be written in glorification of Shorthorns as improvers of cattle stock. Blood of this great breed tends toward improvement wherever it is infused. New and distinct breeds have been evolved through crossing

Shorthorns with other cattle. The Santa Gertrudis breed, said to be the best cattle on Texas coastal plains, was evolved on King Ranch by crossing Shorthorns and Brahmas.

Some western ranchmen infuse annually 10 to 20 percent Shorthorn blood into their herds to increase size, promote thickness and hindquarter development and stimulate milking qualities. That accounts for many cattle being brockle-faced or otherwise displaying Shorthorn characteristics.

Shorthorn bulls afford farmers and stockmen surest and quickest relief from their cattle ills. Mated with cows of all types, whether of native, dairy or beef extraction, they will cause marked improvement. Constitutional vigor will be greatly enhanced; milk flow in female offspring will be stimulated; beef form positively will be revolutionized; thus values will be greatly increased, whether the calves are retained in the herds or sold.

### Beef in the National Economy

There is a broad, profitable, fascinating and vital field in beef production. It is one of the surest means of conserving soil fertility and there is no movement for conservation that compares in importance to the conservation of fertility, and no line of production so necessary as that of food.

We can no longer look to the range country for an adequate supply of beef. Family size farms of the nation must be relied upon to play an increasingly important role in growing beef.

Since 1783 Shorthorn cattle have been closely identified with the development and progress of successful agriculture in America. The days of experimentation and uncertainty are over as far as Shorthorns are concerned. They are ready with modern type, high quality cattle to fill the bill in every way.

### Real Cattle

On Sept. 3, 1940, John Grundman, Nebraska City, Nebr., sold a load of heavy Shorthorn steers weighing 1,341, that sold for \$12.65 on the Omaha market. That was top for that weight that day. Writes Mr. Grundman concerning these steers:

"These steers were bought on the Omaha market. I do not know exactly where they were raised. We weigh our cattle every 30 days and these Shorthorns gained as well as any we have ever fed. The first 6 months on full feed they averaged a little over 3 pounds a day. They are real cattle. I like them very much."



# The Value of Good Breeding



**T**HERE are thousands of farms in the country that can be made more profitable with small units of Shorthorn cows like these shown here. These are just ordinary grade cows that were purchased by the South Dakota State College to show the value of good breeding. They had the good milking qualities of all Shorthorns.



**T**HEY were mated to this purebred Shorthorn bull, the kind that can be purchased from your neighboring Shorthorn breeder at a very reasonable cost. Most Shorthorn bulls used under these conditions will return from \$20 to \$40 more per calf through higher selling calves, either as feeders or fat cattle.



**T**HE resulting calves from the use of the Shorthorn bull are shown when they were 10 months of age. The improvement in type and quality over their dams is readily apparent. A good Shorthorn sire is a profitable investment.



# Purebred Shorthorn Bulls for Grading Up



*Third cross Shorthorn-Devon cows and their thick, smooth, blocky calves by a purebred Shorthorn bull.*

**I**N the fall of 1941 a visitor at the S. S. Schuchart ranch, Flourney, Calif., looked over the grade Shorthorn cattle and finally said, "I don't know whether you're a rich man or not, Mr. Schuchart, but you say your cattle pay you some \$8,000 a year. This business looks to me to be plenty profitable."

"It is," admitted Schuchart.

"Well," continued the visitor a little enviously, "I think that's a pretty handsome return on your investment. Tell me, how do you get the job done so effectively?"

It evolved that Mr. Schuchart's operations were soundly based on the principle of trying different ideas until he found what he knew suited his conditions best, then going ahead.

The original ranch dates back to around 1870 and was owned until 1933 by M. A. Wilcox, uncle of S. S. Schuchart. At that time Schuchart bought out his uncle. With the 1,800-acre ranch came a herd of 27 cows, largely of Devon blood. Unable to buy new stock and disliking the long, crooked horns, shallow bodies and lack of feeding quality in these cattle, Mr. Schuchart bought a grade Shorthorn bull and a grade bull of another breed to see what they would do in crossing with the Devon cows.

These bulls he used until 1936, in the meantime discovering that the Shorthorn calves were so much thicker, shorter legged and faster growing that he decided to use nothing but Shorthorn bulls from then on.

Schuchart reasoned that if the grade Shorthorn bull would sire superior calves, a good purebred Shorthorn would do as well or better. Down he went to the Los Robles Ranch at Santa Rosa and bought a bull from manager Billy Ross. The next year he bought another and up to 1941 had used six bulls, all purebred Shorthorns.

Where but 27 cows roamed before, there are now over 300 topnotch beef

Shorthorns. Only eight of the Devons are left.

Surprising thing, thinks Schuchart, is how the grading up process worked out. The first purebred Shorthorn bull did just what he wanted it to do—made shorter legs, brought the horns down and increased the weight. The bull of the other breed did none of these things.

The herd, of course, is strictly commercial. Mr. Schuchart castrates all his bull calves and cuts out the tail-end females which he doesn't wish to keep in the herd.

Not a large operator, Schuchart markets 100 head of steers yearly. No yearlings or 2-year-olds for him, either. His cattle must fatten fast for a baby beef market and he has little patience with a steer that won't get market-fat in 10 months. The Schuchart Shorthorns weigh around 850 pounds at that age. In 1939 they brought 8 cents a pound; in 1940, 10 cents a pound, and in 1941 they also brought 10 cents, the market top for the year at the time they were sold.

Sixty days in the feedlot are all the steers ever get. Except for a small amount of cottonseed cake, no feed is imported. Everything needed is raised right on the ranch, which has 400 acres suitable for cultivation.

High but not so high that there is a lot of snow, the ranch provides pasture the year around. Only occasionally is hay feeding necessary.

Now you may wonder about the quality and type of the Schuchart cows. Notice the smoothness, uniformity and condition of the cows in the picture accompanying this article. And they're each taking bang-up good care of a calf, too—all on grass with nary a bite of grain. To raise market-topping baby beeves on a program like this takes real doing ability. Schuchart's Shorthorns, he agrees, have what it takes.



## Sets New Top at Los Angeles

Miss Lois Kellogg, Arlemont, Nev., is well known as a breeder of Shorthorns of modern type and rich breeding. Also she produces large numbers of commercial Shorthorns at her Perchino Ranch. In the spring of 1940 she shipped a load of Shorthorn steers to the Los Angeles Union Stock Yards that set a new top for some time at that big market. They averaged 920 pounds and were sold for \$10.25 per hundred.

## Topped Chicago Market

**T**HOMAS E. WILSON had this load of Shorthorn steers on the Chicago market July 11, 1940, from his Earlham, Iowa, farm.

The photographer, following through on this load from hoof to cooler, found a high correlation between what the packer pays a premium for and what the consumer wants in prime beef. These 25 Shorthorns averaged 937 pounds each and topped the market for this weight. Nineteen of them graded U. S. Prime and six graded U. S. Choice.



*In the inset, note the large "eyes of beef" with their minimum of excess outside fat. This is the kind of beef in greatest demand. These cuts were taken at random from the above steers.*



## Pounds Count

**F**IVE home-grown Shorthorn steers were fed out in 1941 by Orrin F. Mast, Millersport, Ohio. Records were started April 1, 1941, when the steers weighed 590 pounds each. Up until this time the cost of feeding was negligible. After 150 days of feeding, the steers weighed 1,072 pounds, brought \$13.25 per hundred and, not counting the period before they went on full feed, netted \$23.87 per steer over cost of feed. Their average daily gain on feed was  $3\frac{1}{4}$  pounds! That's really putting it on with a minimum of time and labor and feed.

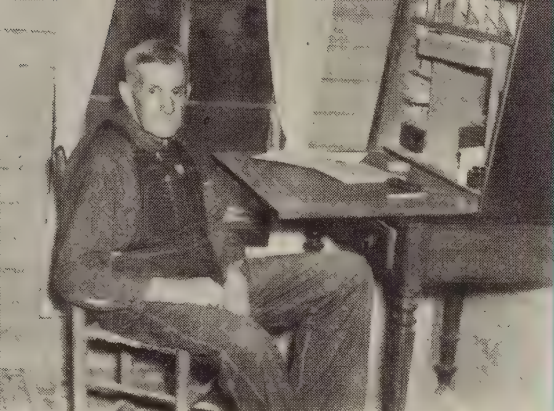


## Tops at South St. Paul

**T**HESE Shorthorn steers were included in a consignment to the South St. Paul market in July, 1942, from Louis Meyer, Prinsburg, Minn. Five in the bunch averaged 1,276 and topped the market at \$14 per hundredweight. The balance brought \$13.







## It Couldn't Be Done!...

*... but this enterprising Tennessean gives the lie to that belief. On his hill-country farm, he raises beef cattle comparable to any in the country.*

*At his desk in his comfortable farm home, Joe Petty regularly keeps tab on his farm finances. Unless you keep some sort of record, thinks Joe, you're just shooting in the dark.*



**Y**OU'D expect to find a farmer like him on one of the \$150-an-acre farms in the heart of the Cornbelt—yet here he is, tucked away among the myriads of Tennessee hills southwest of Nashville.

On a farm no different in outward appearance, except for an attractive, sturdy set of buildings, from any of hundreds of other farms in the territory, Joseph B. Petty of Bon Aqua, Tenn., is doing an outstanding job of livestock husbandry and farm management. He has been doing it quietly and unassumingly on this same farm every year of his fruitful life, or at least ever since he took over the farm many years ago. For many years, Joe had been cashing his calves at good prices through the state Shorthorn sale, but when in 1939 he sold eight head of bull calves, all less than a year old, for an average of \$142.50, folks began to talk. Along came 1940 and seven Petty calves brought a total of \$872.50. One of them topped the sale at \$260 and, with three other young Petty bulls, went to Cuba. At the time these calves were sold these prices were very good.

The remark is often made that in the South it just isn't in the cards to raise cattle, hogs and sheep of a quality to compete equally with those raised in the Cornbelt. Much of southern land, it is said, won't carry as many head of livestock per acre. Then, too,

the warmer temperatures promote screw worm infestations, etc. You've all heard these things and more.

Joe Petty doesn't hold with any of these rationalizations. His record is pretty conclusive evidence that geography means little if the will to win is there.

Major project on the Petty farm is the herd of Shorthorns, though he also has some fine market hogs and a herd of Angora goats. We asked Joe how he came to start raising purebred cattle, when most of his neighbors didn't. Said he, "For several years prior to 1919, I had used a Shorthorn bull on my grade cows. His get gained so rapidly and were so thrifty, I decided to try purebreds, so in May, 1919, I bought my first two registered cows from Geo. Aleazer, Dickson, Tenn."

One of these cows was of the Secret family. The other cow was not as well bred and was soon gotten rid of. Soon after the original purchase, a third foundation cow was added. She was of the Rosebud tribe. "One of her daughters," Joe informed us, "is still producing in the herd. She was 16 years old in October, 1941, and has had a calf every year since maturity."

Remarkable, too, is the fact that all of the outstanding Petty productions have come from a herd of only 10 females. Joe and a hired man do all the handling of the 400-acre farm, so

*Through scenic pastures the Petty herd trudges barnyard at chore time.*

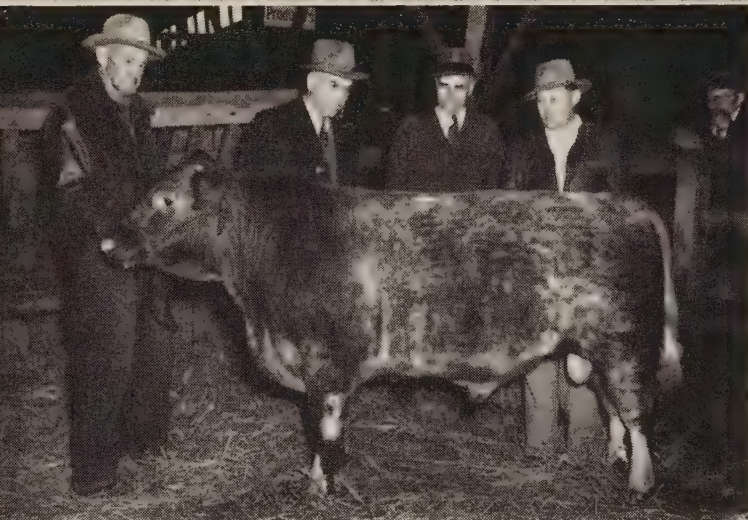
*Joe Petty's recipe for success is simple—just good Shorthorns, hard work, farm records and common sense.*





a 10- or 12-cow herd is about all they can take care of.

All of the present herd trace to the Rosebud and Secret cows. Having started right with cows of good quality and breeding, Mr. Petty was and is just as particular in choosing herd bulls. One of his bulls cost \$400—to use on only 10 females! That seems a heap o' money for such a limited herd, but it has paid Joe many times over in later years.



With 140 out of 400 acres in crops and temporary pasture, there is plenty of low-cost grazing land. The breeding herd and calves are run on pasture all the year around except in extremely bad weather. Calves and cows are kept separate, of course, for the calves are allowed milk but twice a day and the surplus is milked by hand for sale and household use.

The calves are hand-fed corn and oats or corn and barley along with milk as soon as they will eat. For many years, guide to future farming practices has been the Petty farm account book. According to these records, Mr. Petty figures it costs him about \$70 to raise a calf to salable age (9 to 15 months). That includes maintenance of the cow. That leaves the highly satisfactory margin of from \$50 to \$75 per calf.

There is no speculation in the business when Mr. Petty takes his Shorthorn calves to the Nashville sale. He is in reality hauling grass, hay, fodder and grain to market. The only difference is that his crops go on four legs and that most of the fertilizer value of the original crop remains on the land.



*Top: One reason Joe Petty likes Shorthorns is their gentle disposition. The bull, grandson of famous Brown-dale Count, runs with the cows and can be caught and handled at will.*

*Left: At \$260, this young bull topped the 1940 Tennessee Shorthorn Breeders' Sale in Nashville. He went, with three other Petty productions, to Cuba. Looking him over after the sale are (left to right) owner Petty; H. J. Gramlich, secretary of the American Shorthorn Breeders' Association in Chicago; L. A. Richardson, University of Tennessee's extension animal husbandman; and J. W. Shouse, Centerville, Tenn., secretary of the state Shorthorn association.*

## Shorthorns Set Market Record

**A** CARLOAD of Shorthorns were marketed by Ed Spencer of Pleasant Hill, Mo., on the Kansas City market April 7, 1942. The average weight was 1,422 pounds and they brought \$15 per hundred pounds. This is the highest price since 1937, according to market records, and equaled the highest for April in more than 20 years.

## Top Market Price of the Year

**A** NEW steer top for the year 1942 up to that time was made at the St. Louis National Stock Yards market on April 16 when Wells & Bryant of Pike County, Mo., sold some 1,174-pound Shorthorns at \$15.50 per hundred. They also marketed on the same date a top selling load of 897-pound Shorthorn heifers at \$13.50.



## International Champions, Over All Breeds

ONE of the most significant of all competitions at the nation's premier livestock show, the International Live Stock Exposition at Chicago, Ill., is the group of three steers and the steer get-of-sire classes.

Here the decision is made, not on one outstanding steer, but three. And in the case of the get-of-sire class, all three animals must be by the same bull. Many times these honors have gone to reds, whites and roans, in fact, up to and including the 1941 International, Shorthorns had won both the grand champion group of three, over all breeds, and the get-of-sire, over all breeds, in 3 of the last 5 years!

That's profitable type!



*Grand champion group of three steers, over all breeds, at the 1941 International. Shown by Iowa State College, Ames, Iowa. These steers, by the same sire, also won the coveted get-of-sire award.*



*Grand champion group of three, over all breeds, and also grand champion get-of-sire, over all breeds, at the 1940 International. Shown by Oklahoma A. and M. College, Stillwater, Okla.*





## Uniform Development

**B**UY good quality, modern type Short-horn feeder calves and you will have no worry about the kind of fat steers they'll make. This point was well illustrated by a carload of feeder calves exhibited by the Haigler Ranch, Haigler, Nebr., at the 1941 Ak-Sar-Ben Fat Stock Show at Omaha, Nebr.

The load won third prize, averaged 538 pounds and sold to Glenn Babbitt of Cass County, Iowa, at \$13.00 per hundred. On Aug. 6, 1942, they were brought back to Omaha weighing 1,094 pounds. They sold for \$15.40, the extreme top for that day. Allowing for shrinkage in transit, they gained two pounds a day.

*Above: The Haigler calves when they won third at the 1941 Ak-Sar-Ben and (Right) when they topped the Omaha market, Short-horns carry through.*



## 4-H Clubster Finds Shorthorns Best

*Helen Saddoris and her Short-horn steer that was grand champion, over all breeds, at the Rock Island County (Ill.) Fair in 1941.*

## Experiment Shows Shorthorn Advantages

**T**HE University of Nebraska keeps a record of the weights of its bull calves from all its herds of purebreds representing the three beef breeds. That is, the university keeps all the records possible, since some of the calves are sold too soon to allow for completing the weight data.

Between 1936 and 1941, there were records on 9 Shorthorns and 21 of the other two breeds combined. The Shorthorns averaged 923.33 pounds at 12 months, while the other breeds tallied 867.5 and 720.67 pounds. Feed, housing and other environmental influences were equally favorable for each breed.

Furthermore, the testing was done by an absolutely unbiased agency.

**E**XAMPLE of steady year-after-year achievement with Shorthorns is the record of Helen Saddoris, Port Byron, Ill. She went to the 1941 Illinois State Fair to exhibit her Short-horn steers for the seventh time in as many years. As always, she was consistently in the money.

She turned up at the state fair for the first time in 1935 and since then has exhibited at major fairs every year, including the International in Chicago. At the state fair she has had the unusual experience of seeing at least one of her entries place in the money every year. One of her 1940 entries, shown here, was grand champion, over all breeds, at her local county show. He also stood well up at the International that fall.

Helen likes Shorthorns best, for they have always made money for her and have never let her down.





## Shorthorn Bulls on the Range



### Long Productivity

**I**NDICATIVE of the long and profitable life of many Shorthorn cows is the record of this 19-year-old cow in the herd of John Impson, Beeville, Tex. She is Lavender Fair Queen 6th, by Fair Marshal, and has raised seven bulls and seven females. From the looks of her last, a bull calf, she is still going strong.

Like records of long and profitable production can be found in most any herd of the country, for the inherited vigor and thrift of Shorthorns tend toward long and useful lives.

**O**NE striking example of the practicability of the use of outstanding Shorthorn bulls is illustrated in the experience of the Loving Ranch, Jermyn, Tex. The Lovings operate a ranch that grazes around 1,200 head of cows. During the past 15 years through the use of outstanding Shorthorn sires on an original cow herd of mixed breeding, the quality of their annual feeder calf production has been raised to the point where this firm is now able to command premium prices with the added advantage of extra weight for age.

A group of 100 steers from this firm gained a phenomenal 114-pound average during the first month they were on blue grass pasture at Sni-A-Bar Farms, Grain Valley, Mo., who are co-operating with the United States Department of Agriculture in making grazing tests.

Not without reason have Shorthorn bulls become known through the years as the greatest improvers of cattle stock the world over. With good Shorthorns you are headed for certain profit.





# Investment Brings 12 Percent Interest

ON the Chicago market Nov. 4, 1941, were 30 Shorthorn steers (upper photo), fed out by Lynnwood Farm, Carmel, Ind. Selling at \$11.90 per hundred, they made a good return on the investment.

Laid in, these steers cost \$56 per head. They were bought through Frank Harding, Chicago, from Loving Bros., Jermyn, Tex. They weighed 400 pounds when put on feed a year ago. Average gain during the year was 698 pounds per head, or a shade less than 2 pounds a day. Lynnwood records revealed that the feeding cost was about 8½ cents a pound, or \$60.33 per steer. Adding this figure to the initial cost, each steer represented a \$116.32 investment when sold at Chicago.

The consignment was bought by Armour & Co., and at \$11.90 grossed

\$3,917.85, or \$130.60 per steer. Lynnwood profited \$14.28 per head. As compared to other investments, this is very good, for it amounts to 12.27 percent interest.

At the close of the feeding period, stated Lynnwood's manager, they were getting 17 pounds corn a day each, 1 pound linseed oil meal, 1 pound soybean oil meal, 6 to 7 pounds ensilage and about 6 pounds mixed hay.

These steers made no sensational gain, no phenomenal dressing percentage that would make headlines, but they represent what any beef producer can expect to do with Shorthorn steers. More often than not he'll exceed this Lynnwood record. You just can't beat Shorthorns for FAST gains, BIG gains and CHEAP gains.



## Grass Fed Feeders Bring \$91 Each

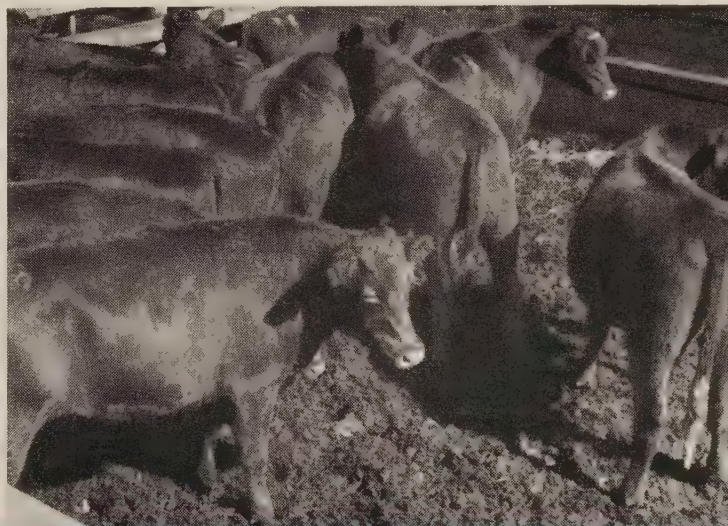
R. G. BAXTER, of Bozeman, Mont., brought a consignment of 51 Shorthorn all-red yearling feeder steers and heifers (lower photo), to the Chicago market Oct. 7, 1941, that were outstanding in quality.

Of the lot, 33 were steers, weighing 958 pounds and bought at 9½ cents a pound by T. F. Mowers, Atkinson, Ill.

Mr. Baxter stated that these cattle were high grade Shorthorns. "In fact," he said, "I have never used anything but a purebred Shorthorn bull on my range cattle for over 40 years.

"I think it mighty important that we get some good Shorthorn bulls back on the range," affirmed Mr. Baxter. "Cattlemen have been mixing up the breeding of range cattle so much during the past 20 years that the cattle in my territory, at least, are getting too light, fine-boned and too expensive to raise."

And speaking of expense, Mr. Baxter's steers never had a bite of grain in their lives, never required labor or fuss of any kind and yet brought their owner the tidy sum of \$91 apiece.



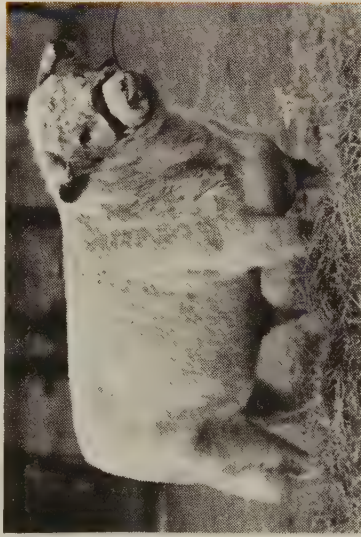


## What a Good Bull's Worth

IT was almost like parting with a member of the family when in December, 1941, Will A. Davis and his son, Lloyd, owners of a small herd of registered Shorthorns on their Will-A-Dell farm, Oakland, Iowa, had to sell their 10-year-old herd bull on the market.

The old sire was Sni-A-Bar Silver Plate, bred, as his name indicates, by Sni-A-Bar Farms in Missouri, and purchased for the Davis herd in the International auction in 1933, just after he had placed at the top of his class in the show as a senior yearling.

During the intervening years, the old fellow sired approximately 150 calves.



He was mated to some of the Davis cows for 8 or 9 consecutive years, and made more improvement in their herd than any other animal they ever owned, they feel. Highest price which Mr. Davis and his son ever received for any of Sni-A-Bar Silver Plate's offspring was \$500 for a bull, but another breeder sold one of his daughters at \$525 and a granddaughter of his has sold for \$1,000.

"We hated to sell the old fellow," Lloyd remarked, "but there just wasn't anything else to do. As it was, he weighed 1,695 pounds and brought \$9.25 or nearly \$160. That is better than half of the amount we paid for him originally."



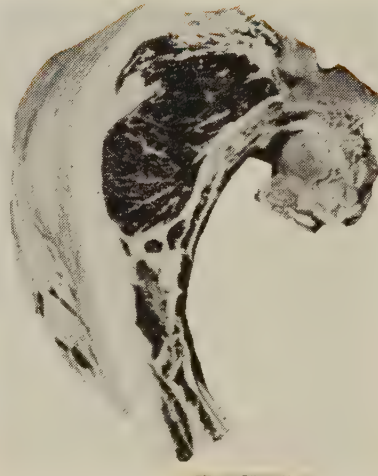
## The Story of Robin Hood

FOLLOWED through the packing house after the 1940 International Live Stock Exposition in Chicago, the champion steer, Robin Hood, was found to yield a carcass as good as his rating on the hoof.

The 1,230-pound Shorthorn shown by the University of Alberta, Edmonton, Alberta, Can., was named reserve grand champion, over all breeds, at the International after long and careful deliberation by Judge Charlie Yule, also of Canada.

The cut-out quality of Robin Hood shows a high correlation between what the judge looks for on the hoof and what the packer wants in the carcass. It was also significant because Robin Hood was an exceedingly large steer for his age, weighing 1,230 pounds at 622 days of age.

Eighteen-year-old Evelyn Asay of Mt. Carroll, Ill., whose Hereford finally won the judge's nod, caught the crowd's fancy from the very beginning of her climb to the championship, but "few of the ringside experts," says an article in Breeder's Gazette, "would have faulted Charlie for picking the beautiful, well-balanced, beefy runner-up. Robin Hood 'really had the pants'."



*Splendid eye of beef produced by Robin Hood.*

## Dressing Percentage Record

THE highest dressing load of any breed slaughtered at the Dubuque Packing Co., Dubuque, Iowa, was the Shorthorn load of 25 head marketed Oct. 1, 1940. This consignment, ranging in weight from 800 to 1,450 pounds, was entirely farm raised, brought 12½ cents a hundred and dressed a little over 63½ percent. These Shorthorns were sold by Len F. Bailey, Maquoketa, Iowa. Their fattening ration consisted of crushed ear corn, mixed timothy and clover hay, oil meal, mineral and a commercial supplement.

Mr. Bailey has 30 cows, all purebreds. He sells every one of his bull calves as steers.



## Dresses 67 Percent

A CHAMPION in both conformation and dressing percentage was this 880-pound purebred Shorthorn steer that won for his owner, Bruce Maxson (at the halter), the grand championship in the 4-H division of the Junior Livestock Show of Spokane at Spokane in May, 1941.

Maxson's steer won over 455 other steers, representing some of the best in the Northwest of all three beef breeds. The 1941 win made it four times in a row for Maxson—and also four times in a row for Shorthorns.

This steer, stated the show's manager, P. R. Gladhart, dressed 67 percent and was the only prime carcass of the show.







# Heavyweights

## Outweighs the Champ

**A**T the 1940 American Royal Live Stock Exposition, Mary Helen Bradley of Calhoun, Mo. (right above), had the reserve grand champion over all breeds, in the junior division, on Blue Boy, a blue roan sired by a Shorthorn bull and out of an Angus dam.

The Bradley steer weighed 1,160 pounds at 1 week less than 15 months of age, while the steer of another breed that beat him for the purple weighed only 900 and was 83 days older!



## 1,100 Lbs. at 11 Months

**P**ROBABLY the lowest-priced calf ever bought for a junior steer project is Sooner Shorty, purchased at the Oklahoma City Stock Yards at 8 cents a pound when only 48 hours old. Weighing 80 pounds, he cost his owner, Milton Eggers, (right), Garber, Okla., \$6.40. Sooner Shorty was the champion FFA Shorthorn at the 1940 American Royal.

When Sooner Shorty weighed in he tipped the scale at 1100 pounds at 11 months of age.



## \$188.09 on Market

**T**HIS white Shorthorn bull was marketed at South St. Paul, Minn., in March, 1942, by George Rheingans, Appleton, Minn. It weighed 1835 pounds and brought \$10.25, considered very good at that time.

Shorthorn bulls will give many years of faithful herd-improving service, then market as beef for as much or more than they originally cost.

Insert, left to right: Mr. Rheingans and H. A. Kraft, Correll, Minn., trucker, who also has a herd of about 75 registered Shorthorns.





## Shorthorns Show Greatest Profit

AT the Pickaway County, Ohio, 4-H Club show in the fall of 1941, 50 head of fat calves were shown, equally divided as to breeds. Complete records on the calves were kept. The results showed that the Shorthorn calves cost \$9.70 per hundred pounds of gain, while the second breed cost \$10.66 and the third, \$12.56. In addition, though the Shorthorns didn't bring the highest price on the market, they enjoyed a spread of \$3.43 between buying and selling prices, while the margins for the other breeds were \$2.78 and \$2.39, respectively. That's extra profit for those who breed and feed Shorthorns.



## Most Economical and Tasty Roasts

PRIME rib roasts from each of the three breed champions at the 1941 Provincial Exhibition, Regina, Sask., Can., were obtained for experimental cooking. Cooking losses and inedible portions varied widely, with the champion Shorthorn having a distinct superiority over the other two in this respect.

In the case of the Shorthorn roast, which weighed 8 pounds, 8 ounces, the cooking loss amounted to 12.8 percent and the inedible portion, including bone, fat, gristle, etc., 29.5 percent. Neither of the other two breeds had as good a record.

Those who took part in this beef eating experiment announced the flavoring, quality and texture, etc., of the Shorthorn roast to be greatly superior to the other two. Thus the Shorthorn roast had both the lowest cooking loss and the greatest appeal to appetite.



*A group of herd bull prospects grazing on Evergreen Farm, Columbus Junction, Iowa.*

## Stabilizing American Agriculture

WITH the coming of 1940, the Gray family of Columbus Junction, Iowa, completed a century of Shorthorn breeding and progressive farming on one farm.

It was in the year 1840 that the pioneer family of James Gray came via covered wagon from Columbus, Ohio, and established a home on a farm near Columbus Junction, in Louisa County, Iowa. Before coming to this country, the pioneer Grays were natives of Stratford-on-Avon, England.

Three head of Shorthorns were brought with the family when it came overland and Shorthorns have been raised here continuously ever since.

Genial host and hostess of Evergreen Farm, as the home place is named, are Mr. and Mrs. C. E. Pierce. Mrs. Pierce's maiden name was Gray. Called "Chet" by his friends, Mr. Pierce came to Evergreen Farm in 1919. Right away he launched an improvement program in the Shorthorn herd and now has one of the two best in that vicinity, and is improving every year. He never hesitates to sell a large number of his very best productions to the many boys and girls who come to his farm for calves for club projects. As a result, Shorthorn steers and heifers have won widely in that area.

On the farm is maintained a breeding herd of some 50 head, always headed by outstanding, herd-improving bulls.

A hundred years of occupying one farm is a most unusual record in this country. It is a big factor in stabilizing American agriculture, especially when such an outstanding job of soil building is done as has been the case with the Grays. And as is true in so many cases, profitable red, white and roan Shorthorns were partners in getting the job done.



# Shorthorns Sweep Hoosier Gold

**I**N 1936 Purdue University began an epochal project designed to help the beef breeders of Indiana to determine their most profitable, fastest gaining strains. It is a sort of production testing program for beef cattle.

★ The contest is open to all beef breeds. An entry consists of at least 10 sons and daughters of one bull. Factors on which the calves are judged are rate of gain and conformation, the latter determined by winnings at the Indiana State Fair in a special classification for Gold Medal Calves. Sire of the winning group of calves is honored as the Hoosier Bull of the Year.

★ Up until and including the 1941 contest, Shorthorns have won every single year! Not only has every Hoosier Bull of the Year been a Shorthorn, but every year the majority of the first 10 place winners are reds, whites and roans. In 1941, for instance, 7 of the 10 highest scoring bulls were Shorthorns.

Shorthorn weight for age is no idle claim—it is proved by performance and backed by generations of constructive breeding along this line. In the 1880's, for instance, the English demanded veal from calves weighing at least 448 pounds at 4 to 6 months. "The calves," says a noted authority, "had to be largely of Shorthorn blood in order to weigh this much."

It is the rule, not the exception, that Shorthorn steers will carry out of the feedlot in any given time more high quality beef than steers of any other breed.



★ ★ ★  
*The 1940 Hoosier Bull of the Year, Brownedale Pilot, and four of his outstanding daughters. Photo taken when the famous sire was 13 years old. Owned by Raveni Farms, Shelbyville, Ind.*





# Medal Calf Contest



*Browndale Sensation 2nd (inset), Hoosier Bull of the Year in 1939 and 1941, and the calves that won him the 1941 honor. Owned by Conner Prairie Farm, Noblesville, Ind.*

## Wins Fort Worth Carcass Contest

**I**N the carcass contest held in conjunction with the Southwestern Fat Stock Show at Fort Worth, Tex., in the spring of 1941, Shorthorns made a remarkable showing. Three of the four top places went to steers of this breed.

Larry Boswell of Whitney, Tex., had the honor of exhibiting the steer which produced the top carcass. This steer yielded 70.77 percent. He was bred by the Kuhrt Farms of Edson, Kans.

This was the second year in a row that a Kuhrt-bred Shorthorn topped this event. A year earlier an entry exhibited by Mathers Bros. of Mason City, Ill., won by dressing an exceptional 71.15 percent.

In second place at the 1941 event was a steer bred by C. M. Caraway & Sons, DeLeon, Tex., and showed by Dave Floyd, Jr., of Comyn, Tex. Third honor went to a Hereford, while fourth was awarded to the Shorthorn shown by James Fortenberry of Greenwood, Tex. An Aberdeen-Angus entry was fifth. The carcasses of 248 steers were entered in the competition.

## The Sioux City Baby Beef Show Study

**A**T the Sioux City (Iowa) Baby Beef Show and Sale in September, 1940, there were 357 steers, representing 209 Herefords, 80 Aberdeen-Angus and 68 Shorthorns, on which we had accurate records. The gain per day was obtained by dividing the show weight of each steer by his age in days after subtracting 75 pounds for birth weight. The result of the study showed respective monthly gains by breeds of 59.9 pounds, 57.1 pounds and 55.7 pounds, with Shorthorns on top.

That sort of performance means extra dollars for those who breed Shorthorns.



*Michael Smith, Storm Lake, Iowa, and his steer that won the Shorthorn breed championship at the Sioux City Baby Beef Show.*





# How to Build a Herd



**H**ARD work, sound methods and Shorthorn cattle have built up for young John Henry Nickerson, Beaman, Iowa, an enviable position of security on the farm he manages jointly with his dad. His has been a Shorthorn-boy combination that is working success after success wherever earnest, straight thinking youngsters and good Shorthorns come together.

John Henry's dad, C. E. Nickerson, never raised purebred livestock of any kind, though on his quarter section of Marshall County land he had always fed out steers and hogs. In the course of his feeding operations he had handled all three beef breeds, had found Shorthorns superior in rate of gain and tractability. So, when John Henry got into club work in 1928, his dad recommended Shorthorns.

Two \$75 steers were bought but just weren't able to win. Next year John Henry bought two heifers in order to raise his own club calves. Paid \$75 for one and \$125 for the other. Both of these foundation heifers did so well that the majority of the present herd traces to either one or the other.

John Henry has been out of club work now for several years. While still a 4-H Club boy he at one time or another fed steers of all three breeds, but he still likes Shorthorns best because of their rapid gains and gentleness.

His Shorthorns, most of them bred by himself, have won well nearly every year. Included among his winnings have been the reserve champion Shorthorn at the strong Marshall County Fair in 1935, fifth prize Shorthorn at the Iowa State Fair in 1934, the first senior, second junior and reserve champion Shorthorn at the County Fair in 1933 and the second senior and second junior Shorthorn in the same show in 1936, one placing high at the state fair.

In addition to his own winnings John Henry has sold some club calves that have done well, one of them winning the breed championship at the county show in 1940. However, John Henry would advise any boy to get an outstanding female or two—then he can raise his own baby beeves as well as be on the way to having his own breeding herd.

Also listed among his winnings while in 4-H Club work is an all-expenses-paid trip to the Chicago International, awarded because of the outstanding farm record and scrapbook he kept of his 4-H and livestock activities.

But he didn't stop after graduating from club work. Young as he is, he is a director in the Marshall County Shorthorn Breeders' Association and has served on this organization's sale committee for several years.

Most striking evidence of the prepotency of John Henry's breeding stock is the fact that one cow has produced two champion bulls of the Marshall County Shorthorn show and sale and another bull that topped the sale. This same cow has a daughter that produced the champion bull of the 1940 spring show and sale. In each sale John Henry has had two to four head for the past seven years—all under one year old, yet they have averaged \$200.

For all of this young Nickerson credits good breeding and individuality in the foundation stock, pointing out that all of his show winnings have been made on the produce of 12 cows, mated to a really good bull.

In his Shorthorn program there is one more important point. "Dad and I," says John Henry, "insist that the cows give more milk than the calves will take. If not, they get a one-way ticket. We start calves on grain as early as they will take it, at about a week of age. We hand feed all they will clean up in about a half hour.

"Every bit of feed is produced on our own farm except some molasses, linseed and soybean oil meal. There is nothing magic about our feeding formula or about the crops we raise. We follow the customary Iowa rotation of corn, corn, oats and clover and feed our cattle a ration of 6 parts corn, 1 part oats and 1 part oil meal, the whole mixture moistened with molasses and water."

Clover is fed during the winter, but no silage. In fact, there isn't a silo on the Nickerson farm. The cows get no grain except during the winter.

"Regardless of whether we make steers of the bull calves or sell them as breeding stock," John Henry says, "we full feed them up to 10 months of age. In the case of heifers we can either put them in our breeding herd or sell them in the county sale and they will be ready without any particular attention. The same applies to the bull calves and in the case of steers we carry them along in the same fashion so that they can be sold in good bloom either as club projects or shipped to market at any time during the feeding period at a substantial profit."





John Henry and his dad check over together the farm account book. Record keeping is part of the progressive Nickerson farm enterprise. Shorthorns, say the Nickersons, have netted them more profit than any of their other farm projects. During the first 3 months of 1941, for instance, over \$800 worth of stock was sold, with 3 other 7-month-old heifers still on the farm from the 1940 calf crop.



John Henry Nickerson full feeds his young stock up to 10 months. These heifers will either go into the breeding herd or be sold in the annual Marshall County Shorthorn sales.



Part of the herd of heavy milking, easy fleshed, beefy Shorthorn brood cows that maintain the neat Nickerson farmstead.







*Paul Foxworthy, Crawfordsville, Ind., and his triplet baby beeves.*

## Shorthorn Cow Produces 2-Ton Litter

**T**RIPLET calves that grow at the rate of 2 pounds a day from birth, until they reach market as prime heavy beeves weighing 1,200 pounds apiece, is a rare occurrence, according to stockmen. But that is just what the purebred Shorthorn cow, Fairacres Minnie, did on the farm of Paul Foxworthy, Crawfordsville, Ind.

On March 7, 1939, two male calves and a female were born to Fairacres Minnie. These calves, weighing but 30 pounds apiece at birth, were sired by a purebred Shorthorn bull. Because of their runt size, they had two strikes against them right from the beginning. With the vigor characterizing the Shorthorn breed, they began to grow. And how they did grow, in spite of the fact that their dam was sold when they were 5 months old and they had to be weaned young.

According to Mr. Foxworthy, the calves were fed only average farm rations during the 20 months of their lives. Aside from a small amount of mineral and molasses, their ration consisted of 100 pounds crushed corn, 10 pounds bean meal and 20 pounds ground oats. As you will note, all of these are farm-grown feeds that are raised on most every Cornbelt farm.

This excellent gain without any special feeds or care is just typical of the performance of Shorthorns.

When marketed early in December, 1940, the triplets, with no appreciable overhead, represented almost \$500.00 worth of prime beef.

### Shorthorns Sell Best

**E**VEN when Shorthorns don't win the grand championship at a particular show, buyers recognize their good qualities, as indicated by this incident which occurred at York, Nebr.

According to a United Press report, the top price of \$17.00 per hundredweight was paid for a Shorthorn steer shown by Harold Anderson at the auction of 4-H Club baby beef in connection with the York Little World's Fair, York, Nebr. F. C. Middlebrook, York merchant, purchased the animal.

The grand champion of the show, of another breed, brought only \$16.00 per hundred.



## Records Prove Them Best

OUT in Oregon the county agent at Klamath Falls doesn't have many 4-H Clubsters feeding out steers under his guidance, but he keeps tab on them nevertheless. In 1941 he reported the following daily gain data for 12 calves on feed in his county. The Shorthorn calves averaged 2.57 pounds gain a day, while the other two beef breeds were making 1.75 and 1.59 respectively.

2.9—Shorthorn  
2.5—Shorthorn  
2.4—Breed A  
2.4—Breed B  
2.3—Shorthorn  
2.0—Breed A  
1.8—Breed A  
1.7—Breed A  
1.1—Breed A  
1.1—Breed A  
1.1—Breed B  
1.0—Breed A



### It's in the Blood

NOT long ago, the University of Nebraska made a feeding experiment on one pen of Shorthorns and three pens of another breed. The experiment lasted 137 days.

The pen of Shorthorns weighed 1,200 pounds and sold when prices were low at \$8. The pens of the other breed, same age, weighed 1,100 and sold at \$7.50. But the important point is that the Shorthorns gained 2.4 pounds a day while the others gained 2. Furthermore, the reds, whites and roans ate about 40 pounds less corn and 50 pounds more hay while making the better gain.



### Profitable Feeding

THAT North Texas farmers can profitably market home-grown feeds through well bred cattle is proved by results secured in feeding the four white Shorthorn steers shown here, says Henry C. Barlow of Collinsbrook Farms, near McKinney.

Barlow, owner of one of the largest registered Shorthorn herds in the Southwest, combines livestock production with cotton production.

An average gain of 3 pounds daily per head was made by the four Shorthorn steers shown in the photograph. A home-grown ration of ground ear corn, cottonseed meal and millet hay was fed. The steers entered the feeding pens at an average weight of 550 pounds per head and weighed an average of 890 pounds per head at the end of 133 days of feeding, Barlow's records show.



### Shorthorns Preferred

SIM BROTHERS of Shawnee County, Kans., marketed 39 head of 1265-pound Shorthorn steers at the Kansas City Stock Yards the first week in March, 1942. The steers turned at \$13.25 per hundred. These stockmen would rather finish Shorthorns than any other breed because they are so gentle and therefore do better in the feedlot. The consignment of good to choice cattle was fattened on corn silage, corn milo and a commercial mixture of linseed, cottonseed and soybean meal plus sugar beet pulp. This year additional corn grain was added to the corn fodder as it was cut and blown into the silo. These feeders own more than 1,000 acres of land and they plan to market all of their grain through livestock, much of it through Shorthorns.





## Shorthorn Feeder Calves Make Good

**S**HOWN here is the champion load of Shorthorn feeder calves at the 1941 American Royal. This load, bred and exhibited by Julius Peterson, Elbert, Colo., sold in the sale following the show at \$16.50 per hundred, outselling the load of another breed that was reserve grand champion of the show.

That stockmen are recognizing the greater profit possibilities of modern type, fast gaining Shorthorns was clearly evident when all the Shorthorn feeder calves in the American Royal sale averaged \$15.38 per hundred, or \$2.11 higher than the average of the runner-up breed.



## Raises His Own Market-Topping Steers

**W**ILL HANDLEY, Concordia, Mo., brought some home raised Shorthorn yearling steers to Kansas City, Sept. 18, 1941, and they topped the fat steer division at \$12 per hundredweight. The 21 head in the consignment averaged 1008 pounds. They showed exceptionally good finish and Mr. Handley said they had been fattened on shelled corn, commercial supplement and clover hay.

Mr. Handley owns and maintains a registered cow herd of about 50 head and as soon as he finishes the feeding period on one load in the drylot he ships them to market and immediately turns more calves into the lot.

From his Shorthorns this Missourian has always had a good calf crop, in fact, he states that one year recently his 100 cows produced 104 calves.

## Shorthorn Is Top Gainer in North Carolina Project

**T**HE progressive Haywood County Beef Cattle Association of Haywood County, N. C., is keeping accurate weight records on most of the baby beeves being fed in the county. In June, 1941, the organization's secretary, W. A. Medford, Jr., stated that the highest monthly gain of all breeds was made by a purebred Shorthorn calf. He made the sensational gain of 123 pounds in a month, far out-weighting calves of other breeds.

The Haywood County agricultural agent, Jack Lynn, is encouraging the keeping of similar records for young bulls to see how they measure up to weight for age requirements necessary in siring top calves. In the 1941 weighings were 22 bulls of another breed and but 1 Shorthorn. But wait! Of the group the Shorthorn outclassed by a wide margin the nearest competitor, for he weighed 1218 pounds at 15 months as compared to an 836-pound average for the others at 13 months.

Says Mr. Medford, "The weighing of bulls and steer calves is bringing out the advantages of the Shorthorn." He adds that already one breeder sold his bull of another breed after the results of the weighings were published and bought a good doing Shorthorn.



## Sell at the Top

**A** drove of Shorthorns raised and fed by E. A. Burtle, Sangamon County, Ill., topped the market at the St. Louis National Stock Yards on Oct. 2, 1940. They averaged 1,140 pounds and brought \$13.00 per hundred, going to an eastern order buyer. This was also the market top for the entire week. Next best price was \$12.50.





## 4-H Steer Makes High Record

**O**UTSTANDING among the Iowa baby beeves fed out in 1941 was this fast gaining purebred Shorthorn, Hillbrook Robin, grand champion in a strong 4-H show of 154 steers, all breeds, at the Emmet County Fair, Estherville. At the halter is his owner, Betty Ann Dua of Estherville.

Hillbrook Robin was bred in the herd of John Greig, breeder of purebred Shorthorns near Estherville.

After the Emmet County Fair, Betty decided to sell her steer rather than hold him for further competition. Weighing 1,280 pounds, he sold at \$18.75 per hundred, netting his youthful owner the handsome figure of \$240. According to the packers who handled the champion, he dressed a remarkable 65.85 percent. Further records disclosed that Hillbrook Robin's daily gain since being put on feed in December was 2.9 pounds per day.

### A Quick Start

**D**ELL COLWELL, a 4-H Club boy of Gardner, N. D., offers an example being duplicated wherever Shorthorn cattle are raised. From one carefully selected cow he has developed a top-notch herd of 11 females in just 6 years.

Back in 1936, Dell bought a registered cow for \$70. This was at a time when prices were on an especially low basis. The cow was well along in calf and has produced regularly ever since, including one set of twins.

The 11 females on the place in 1942 included the original cow, her daughters and her granddaughters. All calves dropped on the place were heifers save one. This one exception was steered and sold for \$100. One heifer did not suit Dell and he sold her on the market for \$100.

No doubt about it, Shorthorn cows are unexcelled for producing good calves faithfully and regularly. They are ideal for men with limited incomes or facilities and who find it wise to grow into the business gradually, as Dell Colwell has done.





## **Lauds Shorthorns**

**S**HORTHORNS yield fast, economical gains and very best carcasses, too, according to the experience of Harold B. Wolffs, New City Packing and Provision Co., Chicago.

In a letter to Thos. E. Wilson, Mr. Wolffs commented on the load of heavyweight Shorthorns exhibited at the 1941 International Exposition from Mr. Wilson's Iowa farms.

"As you no doubt know," he stated, "this firm purchased the load and had it dressed at Wilson & Co. Of all the loads exhibited at the International, yours was the only one that had the necessary qualifications to grade Prime, that is, the entire load . . . I trust the Wilson Farms will continue to prosper; I certainly shall buy another of your loads at the 1942 International."

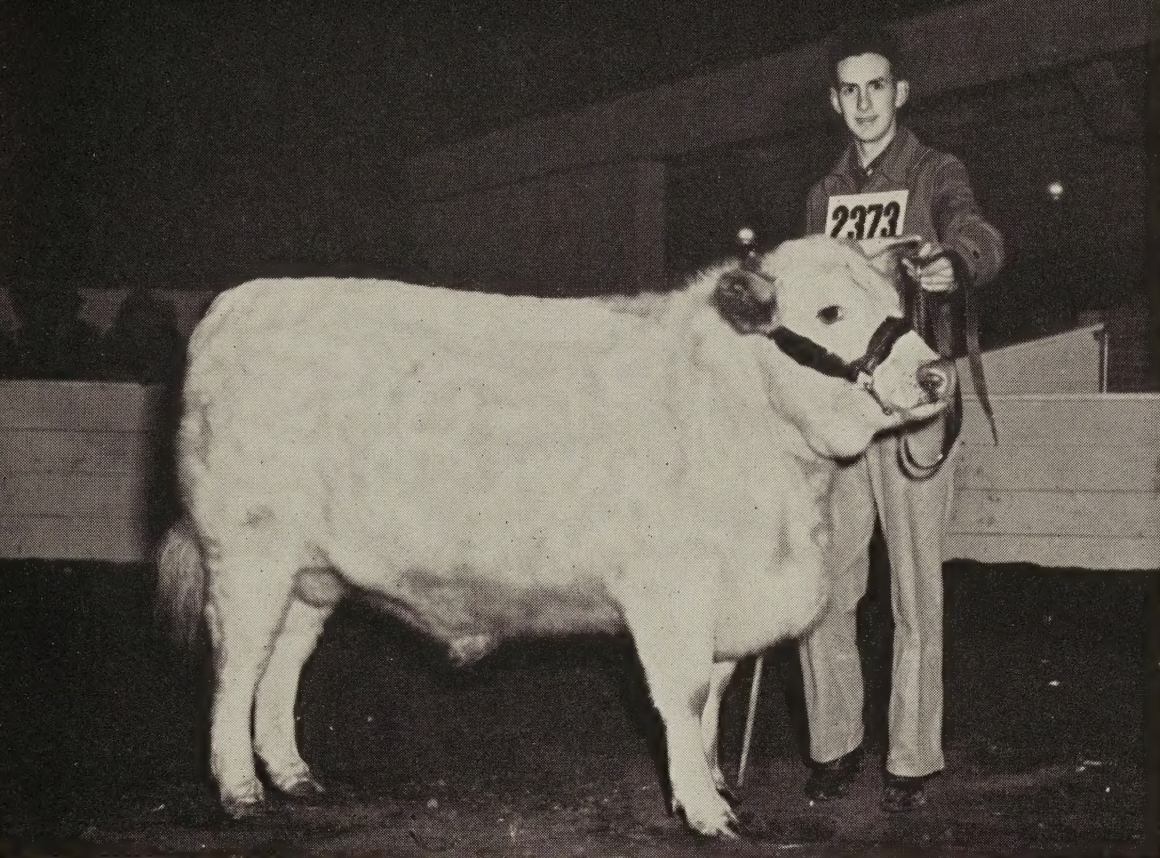
### **Arkansas Boy Likes Shorthorns**

**G**ERALD BERT HUDSPETH, an enthusiastic 4-H Club boy living not far from Marshall, Ark., says he believes firmly in the money-making qualities of Shorthorn cattle and he cites figures. He started feeding a Shorthorn steer at 515 pounds and the steer gained 3 pounds daily for 198 days, tipping the beam at 1,100 pounds at the market.

The steer was valued at \$46.25 at the start of the project. The feed cost \$6.70, a nurse cow cost \$10, the pasture was figured at \$4.50, making the total expense exactly \$67.45. The steer was sold at the district fair at Harrison, Ark., bringing \$122.

This 4-H Club lad believes the best Shorthorn advertising is not the show cattle but the steers like his which can turn in net profits of \$54.55 each in the pastures and feedlots.





## Younger But Heavier

**A**T the 1940 International, the Shorthorn champion of the junior division was the beautiful, well balanced white steer, Max of Marellbar, shown here with his owner, Herbert Rees of Pleasantville, Iowa. Max was 69 days younger than one breed champion, but weighed 98 pounds more; was 30 days younger than the other breed champion, but weighed 38 pounds more. It's just in the blood for Shorthorns to pack more beef to market in a shorter time than is possible with any other breed.

By raising reds, whites and roans you will have the best possible opportunity of making the most of your home grown feeds.



### Records Show Higher Profits

**A**MONG those communities which encourage the keeping of beef cattle records is Buena Vista County, Iowa, where the local Farm Bureau, under the leadership of County Agent R. J. Coverdale, each year assists the boys and girls in carrying out extensive calf feeding projects.

In 1940, a carload of calves of each of the three major beef breeds was fed. These were all range cattle.

At the conclusion of the feeding period the calves were sold at auction. The results as shown by the accompanying table show the Shorthorns were convincingly ahead in both rate of gain and average per head.

	Short-horn	Breed A	Breed B
Avg. No. days fed.....	261	257	261
Selling price.....	11.18	10.41	11.28
Value at beginning..	41.91	45.53	45.28
Wt. at beginning.....	429	415	442
Wt. at close.....	999	915	937
Cost per cwt. gain....	5.80	7.40	6.20
Avg. daily gain.....	2.1	1.9	1.9
Feed costs.....	35.08	33.25	35.28
Avg. profit.....	31.15	23.44	18.71





## Fort Worth Champion Shorthorn Dresses Well

### Tops Kansas City Market

**J** E. SCOTT, veteran Lisle, Mo., Shorthorn breeder, marketed a load of mixed yearlings, 14 months of age, at the top of the Kansas City market Dec. 12, 1939. They sold for \$11 per hundred. They weighed 833 pounds. Take a lesson from this feeder, who says:

"Present day feeders who are in a position to raise their own stock are 'sitting pretty.' Those who have to pay big prices for cattle to put in their feedlots are not so fortunate.

"When performance is considered, Shorthorns boost themselves. These calves were creep-fed while on the cows last winter and placed in drylot 5 months before marketing. They represent a substantial margin of profit."

Mr. Scott keeps a registered Shorthorn herd of 60 cows and raises a large calf crop each year. Choice heifers are retained to replace cows which are culled and the rest are fed out and marketed at Kansas City each year. He buys only top bulls.

Thousands of farmers could profitably adopt a similar program of beef production.

**T**HE champion Shorthorn steer at Fort Worth in 1942, from the herd of Sni-A-Bar Farms, Grain Valley, Mo., produced a very pleasing carcass and yielded 67.8 percent when slaughtered by Swift & Company, who had purchased the steer at 25 cents per pound. Charles Napier of Sni-A-Bar holds the steer.

The Texas Livestock Marketing Association who handled the sale for Sni-A-Bar report that the officials in the dressed beef department of Swift & Company were exceedingly well pleased with the carcass which this calf produced.

The real test of a beef animal is the butcher's block. Shorthorns have that bred-in fleshing ability that is so sought after by cattlemen. They produce the kind of steers that will consistently feed out well and yield a high proportion of best quality beef.



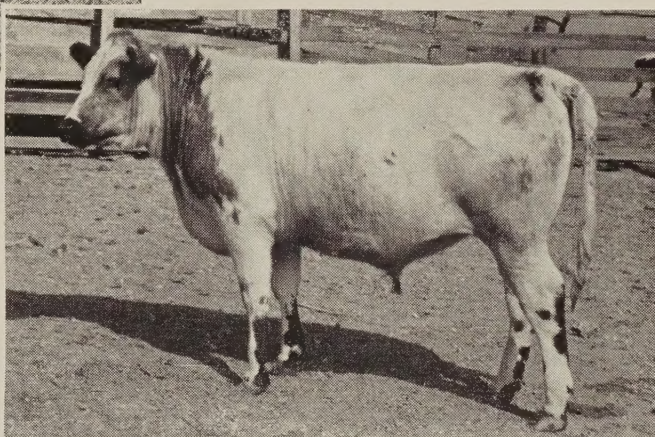


# The Value of a Good Shorthorn Bull



Raveni Lodestar (above) heads the herd of Moss Prewitt, Clarksville, Mo. In addition to his purebred Shorthorns, Mr. Prewitt keeps a few grade milk cows. Calves from the grade milk cows by Raveni Lodestar are consistently good doers and make a creditable showing when marketed. One of Raveni Lodestar's sons, out of a grade Holstein cow, is shown at the right. Note his short neck, straight lines, smooth fleshing and full quarters. No breed can equal Shorthorns in making rapid improvement in the quality of common cattle.

BY far the majority of cattle on American farms are grades or scrubs. Since the bull is half or more of a herd, he must be good enough to register improvement in type and quality or progress will be nil. In order to show the part which good Shorthorn bulls can play in improving beef quality, a few illustrations are presented here. They bear out the fact that Shorthorns are the world's best improvers.



Left: This illustration depicts a registered Shorthorn bull and a grade milk cow to which he was mated, together with the resulting calf at the age of 12 months. The calf then weighed 1000 pounds. He was sold a little later and produced a carcass which brought a fine report from the butcher in the east who handled it. A man with pasture land and a few milk cows can profit by procuring a Shorthorn bull.



Left below: On the farm of W. G. Buffington, Geuda Springs, Kans., is maintained a good herd of purebred Shorthorns. Mr. Buffington a few years ago brought to the farm several nondescript Mexican cows and mated them to Shorthorn bulls. How well the Shorthorn-Mexican crossbred steers measured up is shown in this picture. The thick fleshed, thrifty calf is the type that would sell well on any market. Sire of the calf is Proud Marshal, shown here as a 10-year-old.



# *An Invitation*

The American Shorthorn Breeders' Association cordially invites you to take advantage of its facilities. It is an organization of Shorthorn breeders for Shorthorn breeders and will cooperate with you in any way possible—either in solving your cattle problems or in locating and assembling the kinds of Shorthorns you desire.

No cattle association offers lower recording fees nor does any cattle association offer memberships at lower cost. Details will be promptly sent on request.

The official breed magazine, *The Shorthorn World*, is an attractive, interesting and educational publication issued twice each month and covering Shorthorn breed activities and general agricultural information. Subscription rates are \$1 for 1 year, \$2 for 3 years. Inquiries concerning it should be addressed to *The Shorthorn World*, 37 Island Ave., Aurora, Ill.

This booklet is published cooperatively by the American Shorthorn Breeders' Association and its affiliated organization, *The Shorthorn Club*, which is devoted to the interest and promotion of Shorthorns of beef type. We hope that you will become interested in producing Shorthorns on a profitably sound and constructive basis. Undoubtedly there are feeders in your vicinity from whom you can obtain foundation stock. Some of our leading breeders hold annual auctions and the Shorthorn Association sponsors consignment sales of carefully chosen cattle from which you can make valuable selections. We will gladly furnish you a list of breeders and any additional information you request.

THE SHORTHORN CLUB

In cooperation with the

**American Shorthorn Breeders' Ass'n**

7 Dexter Park Avenue, Union Stock Yards, Chicago, Illinois

(Same address for both offices)